



**TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS**

**Program: Marketing 1718 Academic Year**

**Lakeland University Program: Marketing 1718 Academic Year**

**Minimum GPA for admission: 2.0**

**Review Date: 10/6/17**

**General Education Courses**

Madison College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10-801-195	Written Communication	3	GEN 110	Composition I	3
10-804-144	Math of Finance	3		An elective course	3
10-801-196	Oral/Interpersonal Communication	3	COM111	Fundamentals of Public Speaking	3
10-809-195	Economics	3	ECN 235	Principles of Macroeconomics/A Social Sciences course	3
10-809-199	Psychology of Human Relations	3		A Social Sciences course	3
<b>Total general education credits earned:</b>		<b>15</b>	<b>Total general education credits accepted:</b>		<b>15</b>

**Occupational Courses**

Course No.	Course Title	Credits	Course No.	Course Title	Credits
10-104-102	Marketing Principles	3	BUS 350	Marketing Principles	3
10-104-104	Selling Principles	3		An elective course	3
10-104-113	Leadership Ethics in the Digital Age	3	BUS 330	Management Principles	3
10-103-133	Excel - Beginning	1		An elective course	1
10-103-137	Word - Beginning	1		An elective course	1
10-103-143	PowerPoint - Beginning	1		An elective course	1
10-104-112	Marketing Design Strategies	3	# WRT 330	Advertising & Public Relations Writing	3
10-104-114	Social Media Principles	3	COM 370	Communication & Social Media	3
10-104-125	Principles of Advertising	3	BUS 388	Integrated Marketing Communication	3
10-104-162	Mobile Marketing (Social Media)	3	BUS 450	Digital Marketing Management	3
10-104-126	Public Relations	3	# WRT 330	Advertising & Public Relations Writing	3
10-104-164	Marketing Digital Design	3	CPS280	Computer Science Special Topics	3
10-104-169	Internet Marketing	3		A Business elective	3
10-104-103	Marketing Research	3	BUS 375	Marketing Research	3
10-104-115	Capstone Campaign	3		A Business elective	3
10-104-180	Global Marketing	3	BUS 469	Global Marketing & Management Strategies	3
10-104-188	Marketing Portfolio	1		An elective course	1
	Marketing Approved Elective credits:	3			
<b>Total of Occupational/Elective</b>		<b>46</b>	<b>Total of Occupational/Elective</b>		<b>43</b>
<b>Total transferable credits:</b>		<b>61</b>	<b>Total transferable credits:</b>		<b>58</b>

**NOTE: Transfer credits noted assume completed Associate's Degree.**

# both courses are needed to fulfill requirement

**Courses needed to complete degree at Lakeland University:**

Course No.	Course Title	Credits
GEN 112	Composition II: Argumentation & Research	3
MAT130	Intermediate Algebra	3
<b>Complete a min. of 3 semester credits in 5 of the 6 categories listed below:</b>		
	Number of semester hours still needed	15
	Mathematics	
	World Languages	
	History & Political Science	
	Art, Music & Theatre	
	Philosophy & Religion	
	Natural Science	
	CORE II	3
	CORE III	3
ACC 210	Financial Accounting Principles	3
BUS 301	Management Information Systems	3
BUS 410	Business Law I	3
BUS 485	Marketing Management	3
BUS 491	Business Policy & Strategy (WI)	3
ECN 230	Principles of Microeconomics	3
COM 100	Introduction to Mass Communication	3
MAT 220	Probability & Statistics	3
And the completion of at least one emphasis from the following:		
	Digital Marketing	6
	Graphic Design (courses not offered in EWO)	15
	Retail Management	12
	Sales Management	12
<b>Total credits needed at Lakeland University to complete degree in the evening, weekend and online program:</b>		<b>57-66</b>
<b>Additional credits required to complete the traditional on-campus program</b>		
BUS 200	Business & Professional Protocol	2
BUS 400	Business Internship	3
<b>Total credits needed to complete the traditional undergraduate program:</b>		<b>62-71</b>